

Navigating Business with the Federal Government

**Federal Government
Contracting Seminar Series 2010**
Peninsula Workforce
Development Center
600 Butler Farm Road, Hampton, VA

Tuesdays, September 14 - November 16, 2010
7:00 to 9:15 p.m.

**Sponsored by Defense and Homeland
Security Consortium of the
Hampton Roads Technology Council**

In partnership with





"I very strongly recommend this seminar. For a small investment in time and cost, it provides a unique opportunity to be exposed to the full spectrum of the business environment for contractors operating in the defense and homeland security marketplace, crossing all functional lines."

— Harry Train,
Admiral,
U.S. Navy (ret.)

"If a seminar like this had been available when I was initially starting PROSOFT, I would have been first in line to be a part of it. I believe it is a unique opportunity to draw on the experience of many very successful companies."

— Paul Wong,
President,
PROSOFT

Only at the Federal Government Contracting Seminar 2008 can you learn from top executives what it takes to succeed, across all functional disciplines of the Company, in the emerging Homeland Security and Defense Industries.

Weekly, two-hour sessions run from September 14 through November 16, 2010, 7:00 to 9:15 p.m. (Tuesdays)

At the Seminars you'll learn Strategic Planning, Marketing, Proposal Development, Contract Performance, Contract Administration and Accounting, Government Customer Expectations, Subcontracting with Prime Contractors, Profitability and Administration, Employee Relations and Small Business Resources.

REGISTER TODAY:

For further information or to register contact Carolyn Tarrant or Rita Bond Peninsula Council for Workforce Development

Phone: (757) 826.3327

Email: ctarrant@pcfwd.org or rbond@pcfwd.org

CERTIFICATE OF COMPLETION:

Participants will receive an official certificate of completion from Thomas Nelson Community College and 2.0 Continuing Education Units.

COST:

\$300 per attendee for the entire series.

LOCATION:

**Peninsula Workforce Development Center
600 Butler Farm Road
Hampton, VA 23666**

September 14, 2010 **Strategic Planning**

Presenter:
Jack Greenhalgh



Overview of the entire seminar. Developing the company's long-term goals. Integrating owners' and senior managers' goals into achievable and focused strategic plan with realistic processes for assuring successful results. Why is it rarely done well? Relationship of strategic, business and marketing plans. Turning plans into budgets and pricing. Development of overhead and G&A rates. Cost centers and cost pools. Establishing management process to assure accountability for performance. Importance of a Board of Directors/Advisors.

About the Presenter

Jack Greenhalgh, President of Heritage Corporation, a consultancy in the electricity industry and in small business start-ups. Previously Founder and Executive Vice President of AMSEC from its inception until it reached \$40 million in sales; duties included all corporate administration and finance, strategic planning and management control processes. Holds an MBA from Stanford University.

September 21, 2010 **Marketing**

Presenter:
Marc Dalby



Converting your strategic plan into a marketing plan. Marketing literature. Implementing the marketing plan. Who do I see? How do I meet the right people? Street-smart marketing tips. What is the Hampton Roads market? Who are the competitors? Building individual and team relationships. Using the Mentor Protégé program. Capture planning. Prime vs. subcontractor choice. Conflict of interest considerations.

About the Presenter

Marc Dalby is Vice President, Business Development and Operations for Mikros Systems Corporation a publically-traded research and development firm providing engineered solutions that enhance mission readiness for the US Navy and other defense and homeland security customers. He previously served as the Executive Vice President of Business Systems and Strategy for London Bridge Trading Company, a Hampton Roads manufacturing firm. Marc has also held senior-level business development and marketing positions in both technology and services-oriented organizations. Marc has a BS in Business/Marketing and an MBA. He is an active member of the Hampton Roads Defense and Homeland Security Consortium.

September 28, 2010 **Proposal Development Process**

Presenter:
Prescott Sherrod



What's your role in the prime contractor's proposal effort? Understanding the RFP and the typical evaluator for the buyer. Writing a winning proposal. Proposal development organization and review process. Types of government and prime contractor solicitations. Types of partner agreements. Non-disclosure agreements. Bidder's conferences. Postaward debriefs. Protests.

About the Presenter

October 5, 2010 Contract Performance

Presenter:
Pat Mahoney

Prescott Sherrod, President and CEO, PEMCCO, Inc., a Virginia Beach-based contracting firm. During his career, he has marked over \$800 million in new and expanded business and participated in multiple proposal efforts valued at over one billion dollars. His company is regarded as one of the best small businesses in its ability to support joint proposal developments. Holds an MS in Engineering Management from George Washington University.



Role of the Program Manager (PM). All inclusive look at contract performance strategies. Maintaining relations with Prime and the ultimate customer.

Creating inside champions and growing the work. Managing personality conflicts. Is the customer always right? Financial management for the PM. Contract management and close out. Billing and collection issues for PM. Quality assurance. Managing your own subcontractors. Material management and government furnished equipment issues. Security. Facilities. Recruiting.

About the Presenter

Pat Mahoney, Group Manager for Tidewater Programs, ACCESS. He manages contracts providing technical, administrative and clerical support to program management areas within Joint Forces Command. He also oversees a contract providing medical data management support to the 1st Fighter Wing Hospital at Langley Air Force Base. He also served as General Manager for an electronics technology center for SYSCON/LOGICONH. He has over forty years experience that includes military command and staff positions and government contractor program management. He has a BA from Bradley University and a MS from the University of Northern Colorado.

October 12, 2010 How to Subcontract With Prime Contractors

Presenter:
Don Bradway



The teaming process. Teaming and non-disclosure agreements. Contract types. Why seek subcontractor opportunities? Why should the prime choose you? How to make it happen. Small business size standards. Set-aside issues. Some clauses can be like mines in the channel. Material vs. services as a product. Small business, disadvantaged business and minority owned set-aside programs. Size standards. Impact of growth or mergers on set-aside qualifications and conflicts of interest. Stealth mentorship.

About the Presenter

Don Bradway, Certified Project Management Professional. Currently strategic business consultant for technology and government engineering services businesses. Previously partner/COO of IDAX, a privately held technology company, from startup until acquisition and integration of the company by GE Energy Services; Vice President Cost Engineering, Metro Machine Corporation; Director of Subcontract Management, Norshipco.

October 19, 2010
Contract
Administration &
Contract
Accounting

Presenter:
Beverly Arviso

About the
Presenter



Government contracting, auditing and accounting organization (DCAA, DFAC, DCMA). Getting the paperwork right. Contract accounting issues. Managing deliverables. Contract changes. Working before the contract funding paper is in place. Managing receivables from the government. Automated contract accounting systems. Rate over/under runs and their impact on profitability.

Beverly Arviso is the founder of Arviso, Inc. She is a Certified Public Accountant (CPA), Certified Professional Contracts Manager (CPCM), and Certified Federal Contracts Manager (CFCM) with over 16 years of progressive accounting and finance experience and extensive knowledge of the government contracting industry. Beverly has private sector experience as Chief Financial Officer and Director of Contracts for government contractors in a variety of industries, and she served as the Partner-in-Charge of the Hampton Roads Government Contract Consulting Group in a regional public accounting firm. After graduating from George Mason University, Beverly was selected to participate in an accelerated program for Contracts Specialist with the Department of Defense.

As a Government Contract Consultant, Beverly specializes in reviewing, restructuring, and implementing compliant job cost accounting systems in accordance with Federal Acquisition Regulation (FAR) Part 31 and the Defense Contract Audit Agency (DCAA) Contract Audit Manual (CAM). She specializes in Deltek's Costpoint and GCS Premier, QuickBooks, and Peachtree accounting systems, DCAA audit preparation and support, cost and pricing strategy and development, acting as interim Chief Financial Officer (CFO) and controller, strategic business planning and processes, indirect rate strategy and development, incurred cost submissions, GSA contract proposal, administration and audit support, and government contract and subcontract administration and compliance.

October 26, 2010
Government
Customer
Expectations

Presenter:
Al Diaz



The government's perspective on the contract relationship and expectations. Who are the key people in the government procurement process, involved in contract administration and technical oversight. How their roles interact, impact on the contractor and contract performance. How to help yourself in getting timely payments. Unsolicited proposals, requests for information, sources sought requests, and Requests for Proposal relationships. Implications for contractors of the Freedom of Information Act (FOIA), potential for Organizational Conflict of Interest (OCI), prohibitions against personal services contracts, ethics issues and gratuities. Implications to you in hiring decisions concerning former military or civil servants and Letters of Safe Harbor with regard to these former government employees leaving government service.

About the Presenter

Al Diaz (CPCM), retired for the U.S. Navy as a Supply Officer. He currently is Vice-President for Corporate Contracts at Navy Exchange Service Command, which provides contract support for the world-wide network of Navy Exchanges and Navy Lodges. Previously served as Contracts Acquisition Management Officer (CAMO) for United States Joint Forces Command (USJFCOM), responsible for the management of support contracts, procurement planning and Contracting Officer Representative oversight on contracts valued at \$240 M annually and providing over 2000 contractor personnel to the command. Holds an MS in acquisitions Management (Commercial and Industrial), Golden Gate University, 1990.

November 2, 2010 Profitability and Administration

Presenter:
Terry Kreamer



Corporate financial management. Keeping marketing, production and financial management in balance. Impact of contract type on work force planning and profitability. Overhead management. Unallowable expenses. Establishing multiple cost centers and overhead cost recovery techniques. Managing to the bottom line. Financial management reporting systems. Relationship of shareholder and corporate value to strategic planning and exit strategy. Positioning your company for sale or merger. What do buying companies look for in determining a value for your company?

About the Presenter

Terry N. Kreamer is a Certified Public Accountant licensed in Virginia and Alabama with over fifteen years of financial and contracting experience for federal government contractors ranging from industry giants to growing small businesses and 8(a) companies. He holds a BS from Regents College SUNY Albany and a government contracting concentration from Middlesex College.

November 9, 2010 Employee Relations

Presenter:
Dave Edwards



Effects of "Corporate Culture" on employee relations. Transitioning from military/civil service to private industry. Leading and motivating your workforce. Recruiting, hiring, and retention. Compensation/benefits programs and employee training. Performance appraisals. Equal opportunity programs and reporting requirements; compliance with employment regulations. Creating loyalty and winning motivation.

About the Presenter

Dave Edwards is a Senior Vice President of W R Systems, Ltd., and Director of its Engineering Services Division (ESD). Under his direction, his division earned the American Psychological Association's 2009 Most Psychologically Healthy Workplace Award for its size in North America, having been nominated by the Virginia Psychological Association after winning the 2007 Psychologically Healthy Workplace Award of Excellence, Gold Level Achievement, for Small, For-Profit Businesses in Virginia. Having placed in the top 5 of Inside Business's Best Places to Work in Hampton Roads for three years, including #1 in 2006, ESD is now in the Best Places to Work Hall of Fame. A Navy veteran, Dave leads a team of 200-plus engineering specialists who have collectively secured numerous multimillion-dollar contracts. Dave serves as Chairman of the Advisory Board of ODU's Frank Batten College of Engineering and Technology. In July 2010, he received the College's Leadership Award for his guidance to the College, focusing on ensuring its curriculum is helping meet real-world needs.

November 16, 2010 Small Business Resources

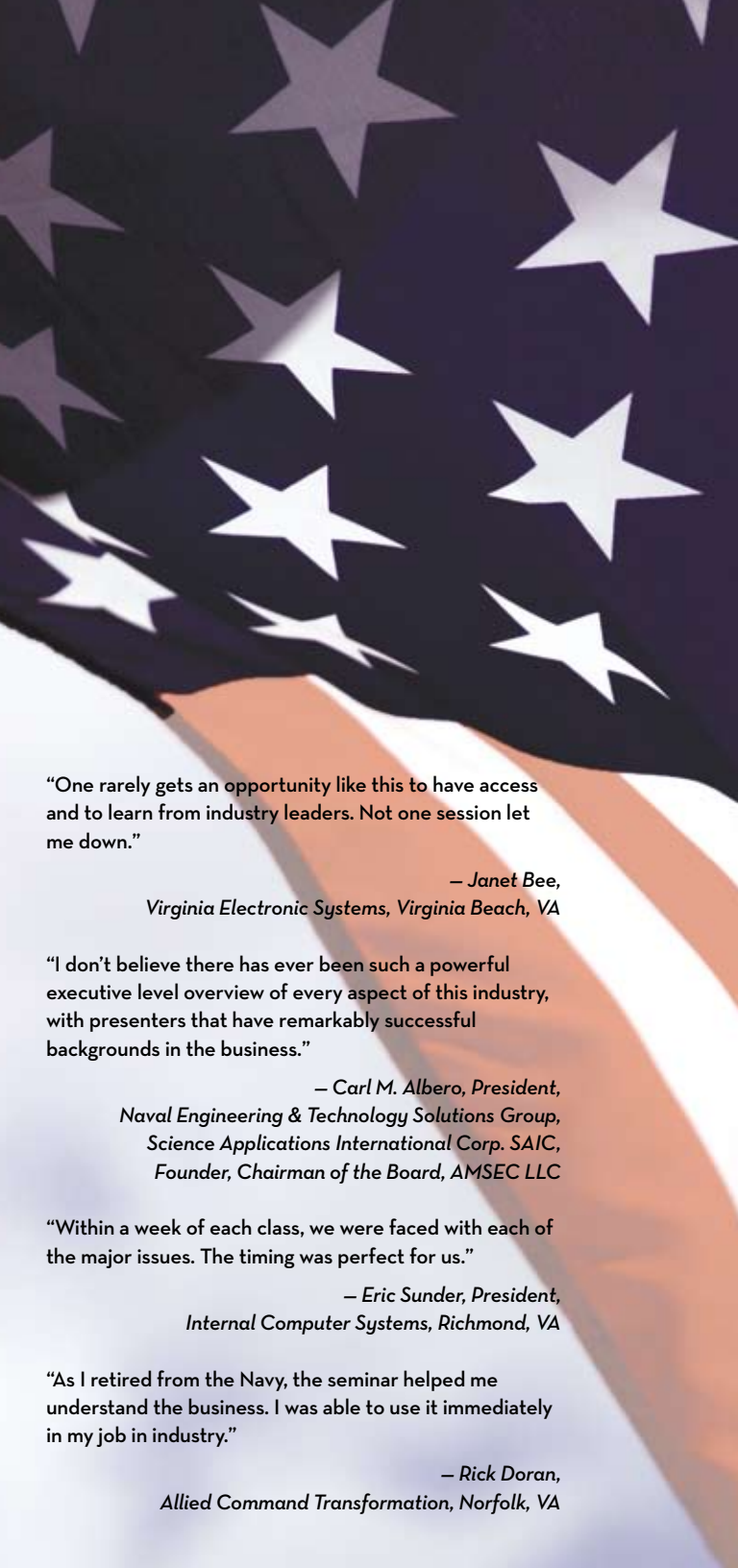
Presenter: Joseph Moore



What training and education resources are available? Government and Prime Contractor Mentor-Protégé Programs. Who are the contacts I need to find in the government and in the major Prime Contractors? How can the Small Business Administration, Small Business Development Centers and Procurement Technical Assistance Centers help me? On-line resources. Small Business Innovation Research contracts. Minority set-aside programs.

About the Presenter

Joseph Moore, Certified Professional Contracts Manager (CPCM) and Certified Contracting Assistance Specialist (CCAS). Director for Hampton Roads area of the George Mason University Procurement Technical Assistance Program (PTAP). In this role, he coordinates all support and services provided to clients of the PTAP program including counseling on how to understand and bid federal contracts. Mr. Moore had a career in the U.S. Navy as a Supply Officer with focused experience in Aviation Logistics and Contracting. Since retirement from the U.S. Navy he has held positions as Contracts Team leader for Digital Systems Research and as a Senior Contracts Manager for Electronic Data Systems. He holds a Master's Degree in Acquisition and Contracts and an MBA in Management.

A close-up, slightly angled view of the American flag, focusing on the stars and stripes. The stars are white and five-pointed, set against a dark blue field. The stripes are red and white, running diagonally across the frame.

“One rarely gets an opportunity like this to have access and to learn from industry leaders. Not one session let me down.”

— Janet Bee,
Virginia Electronic Systems, Virginia Beach, VA

“I don’t believe there has ever been such a powerful executive level overview of every aspect of this industry, with presenters that have remarkably successful backgrounds in the business.”

— Carl M. Alberro, *President,*
Naval Engineering & Technology Solutions Group,
Science Applications International Corp. SAIC,
Founder, Chairman of the Board, AMSEC LLC

“Within a week of each class, we were faced with each of the major issues. The timing was perfect for us.”

— Eric Sunder, *President,*
Internal Computer Systems, Richmond, VA

“As I retired from the Navy, the seminar helped me understand the business. I was able to use it immediately in my job in industry.”

— Rick Doran,
Allied Command Transformation, Norfolk, VA